

100

Fig. 1

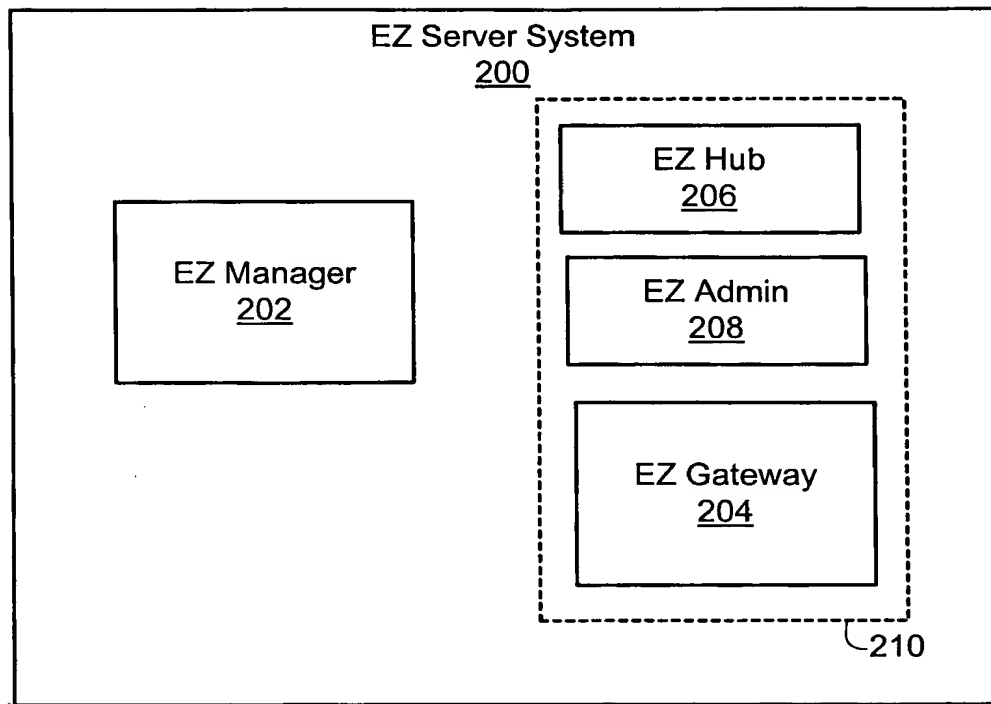


Fig. 2

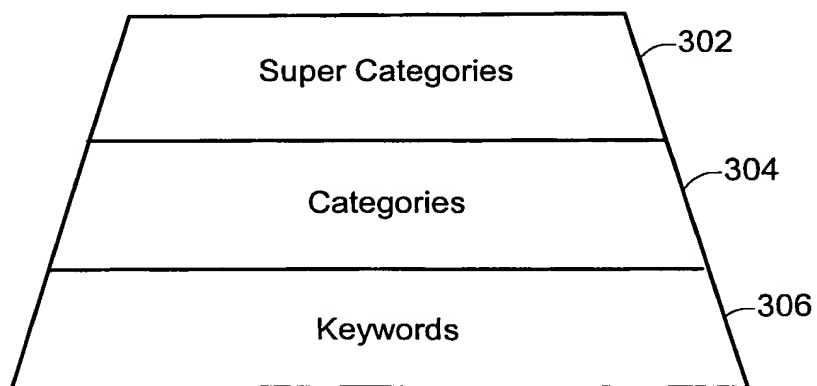


Fig. 3

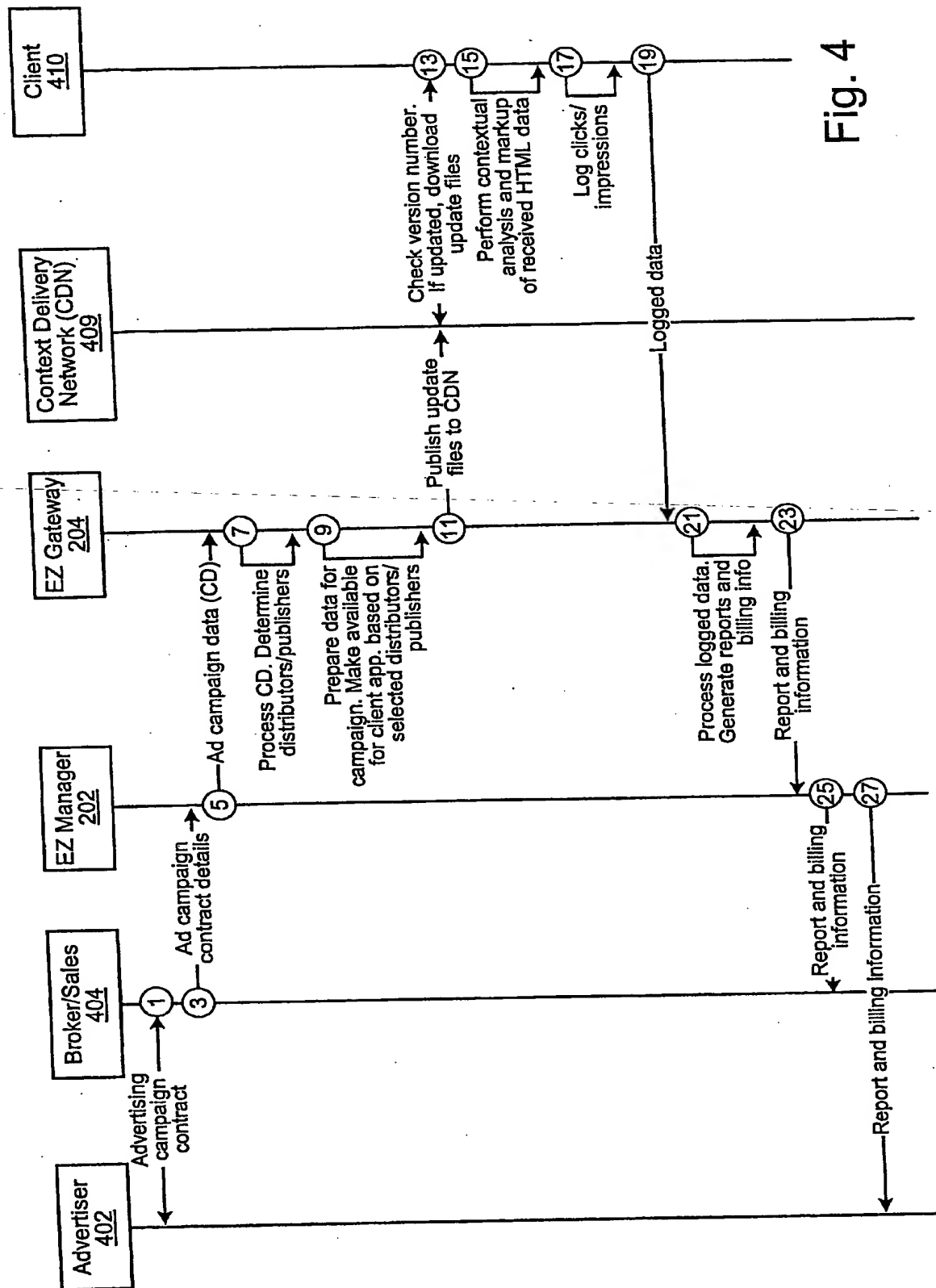


Fig. 4

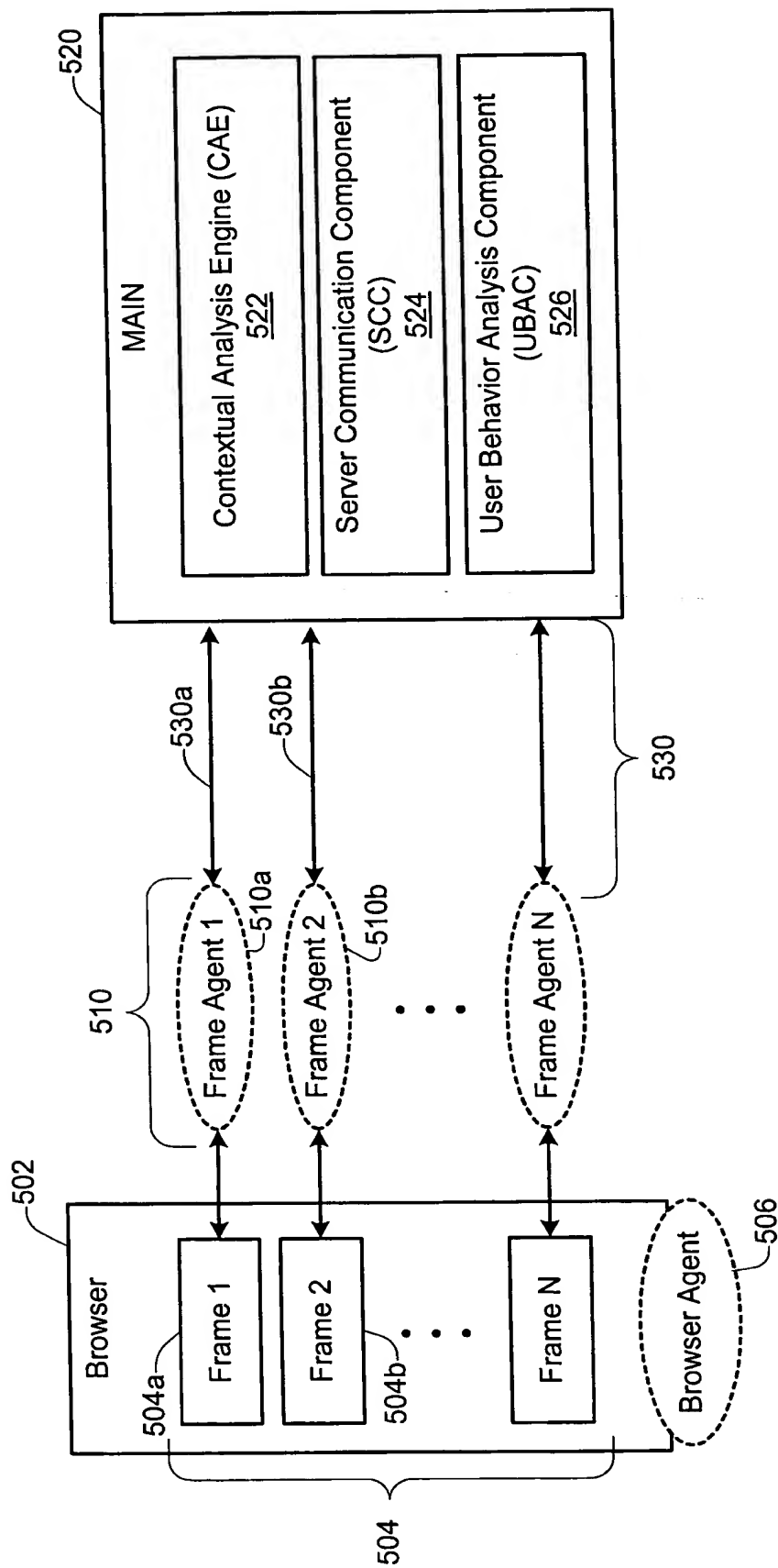


Fig. 5A

500



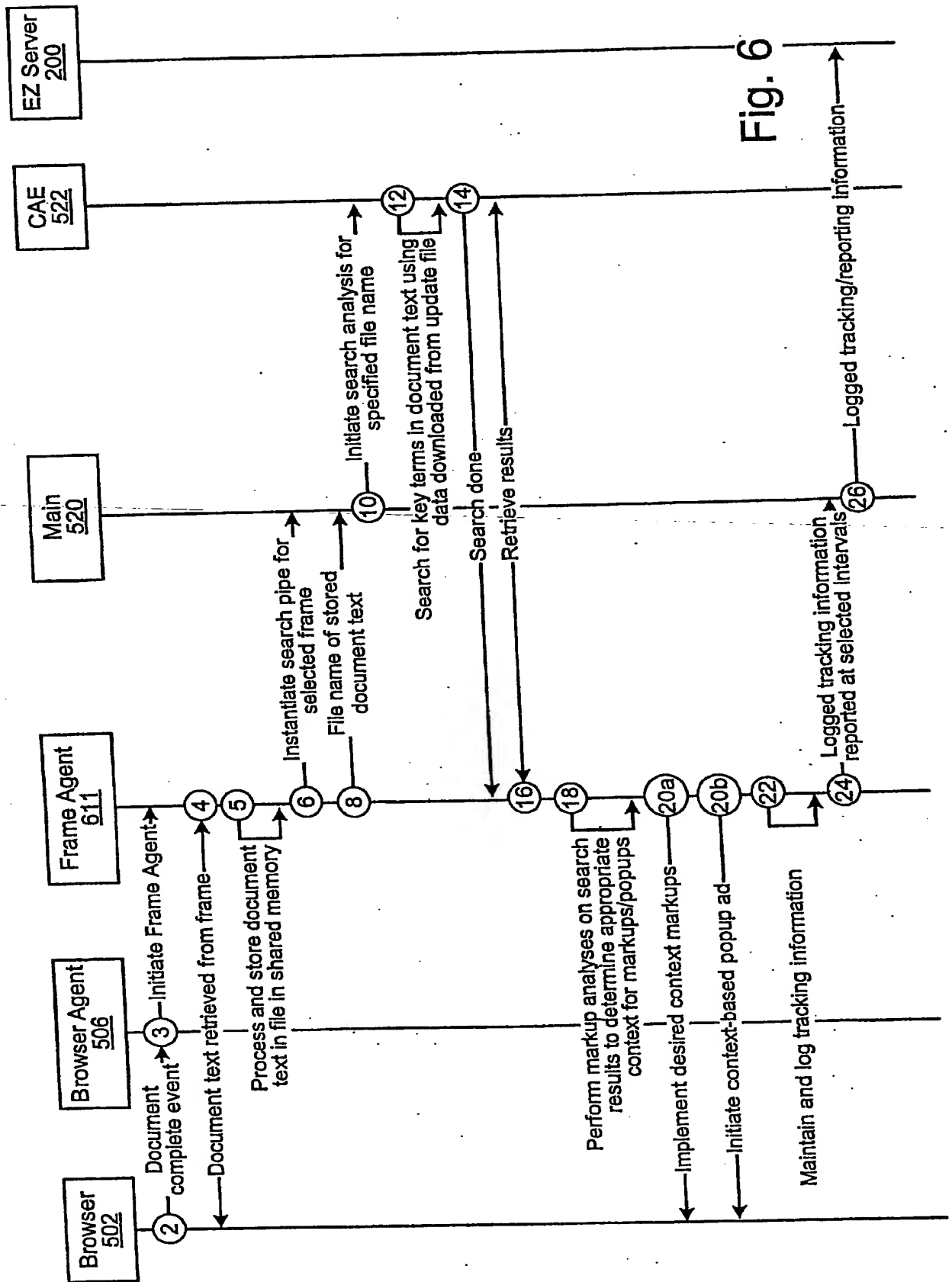


Fig. 6

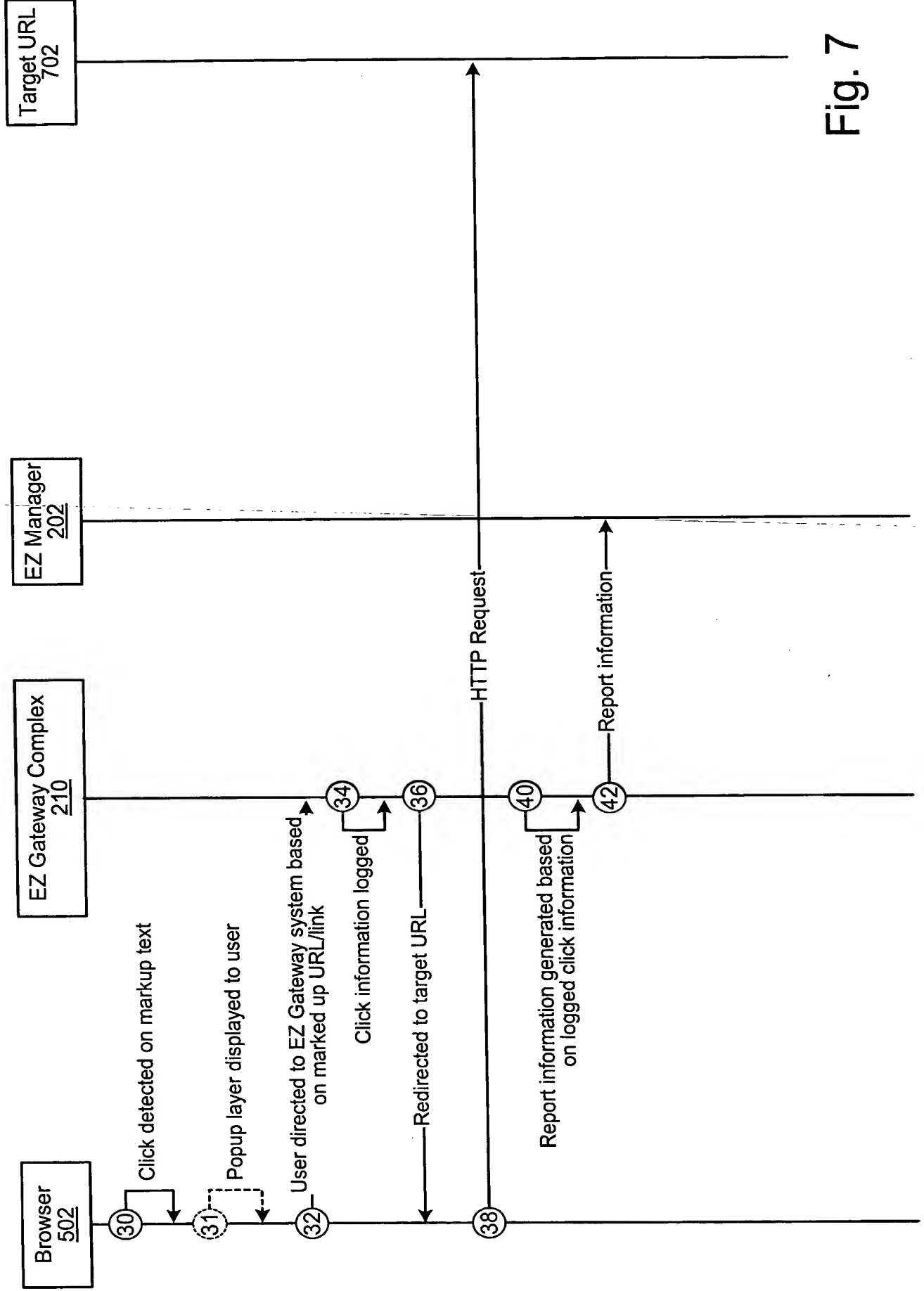


Fig. 7

802	804	806	808	812	814	816
Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator

Fig. 8

800

902	904	906	908	912	914	916	918
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID

Fig. 9A

900

1002	1004	1006
Site ID	Site Name	Group ID

Fig. 10

1000





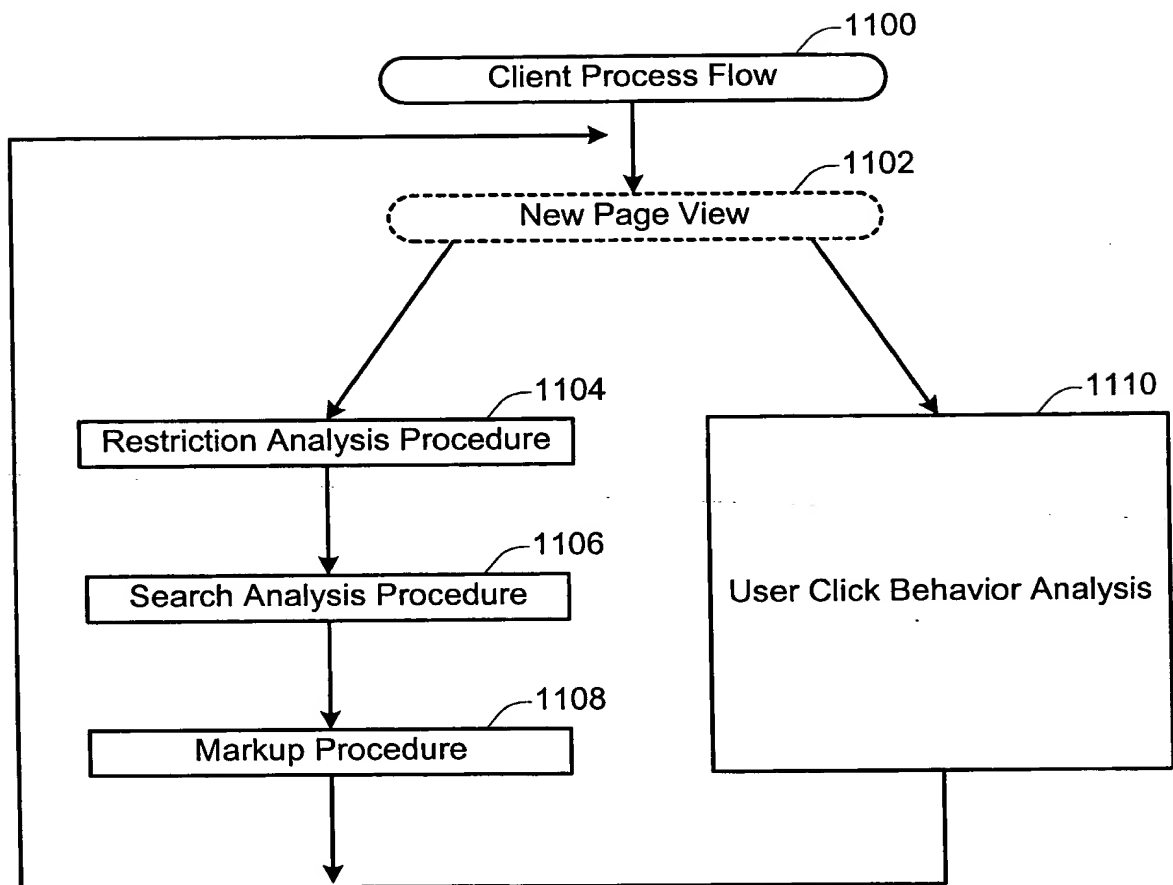


Fig. 11

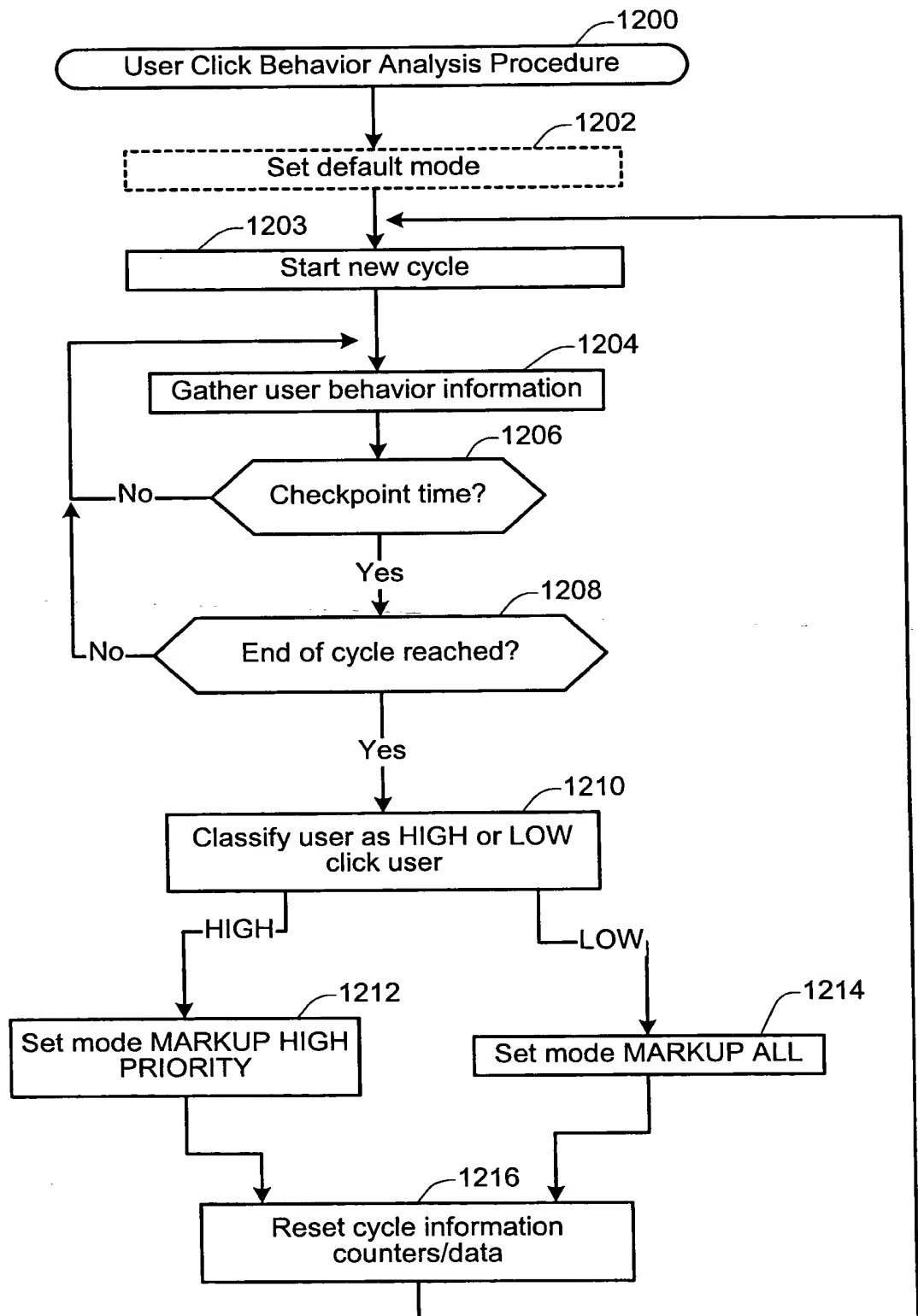


Fig. 12

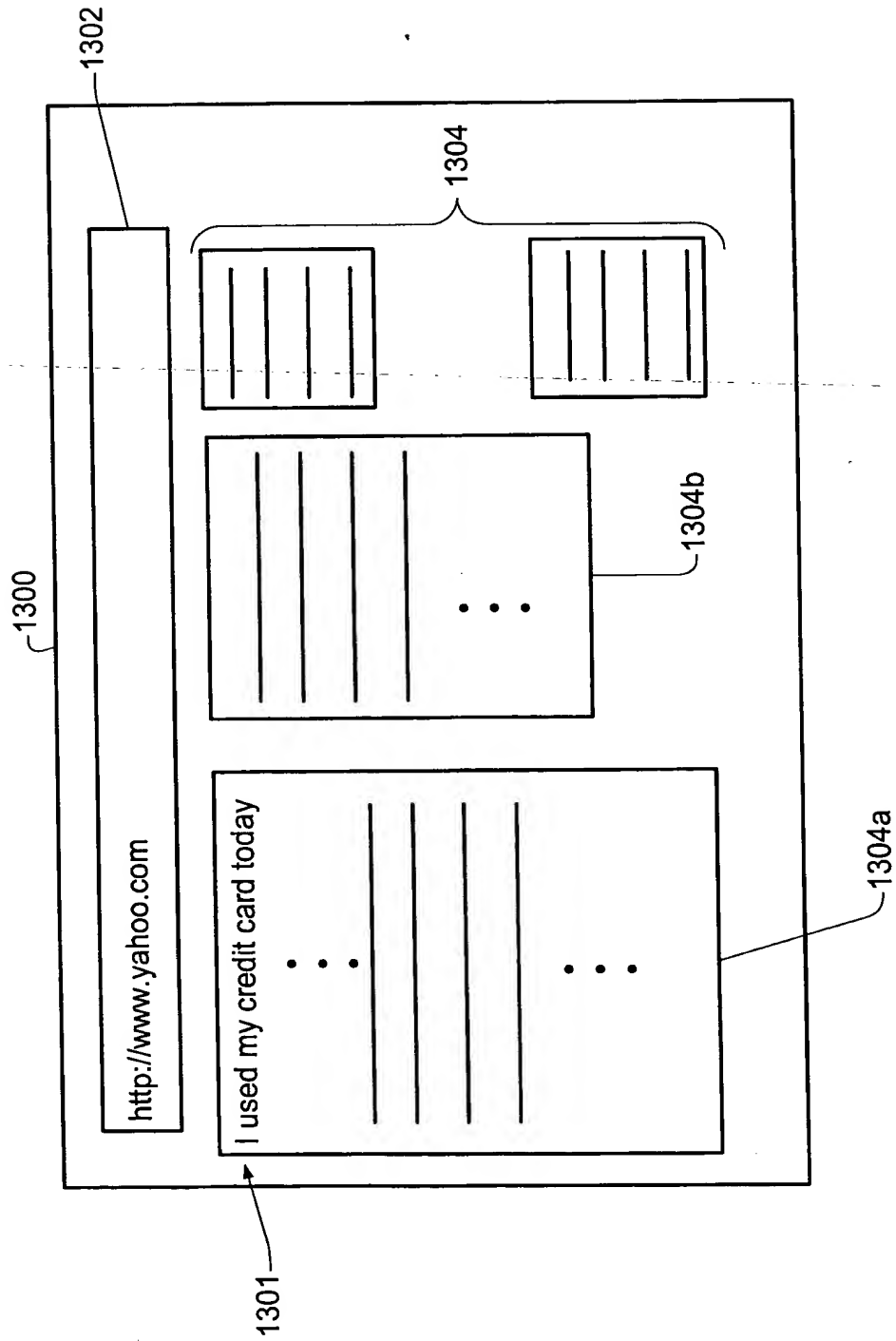


Fig. 13

credit	4000	4002	4005
--------	------	------	------

1402

1404

1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000
4002	Exact	"credit check"	100		9000
4005	Fuzzy	"credit card APR"	60	"used"	9000

1442

1444

1446

1440 Fig. 14B

5001	www.yahoo.com	2
5002	www.cnn.com	0

1462

1464

Fig. 14C

1460

9000	5002	-
------	------	---

1480

Fig. 14D

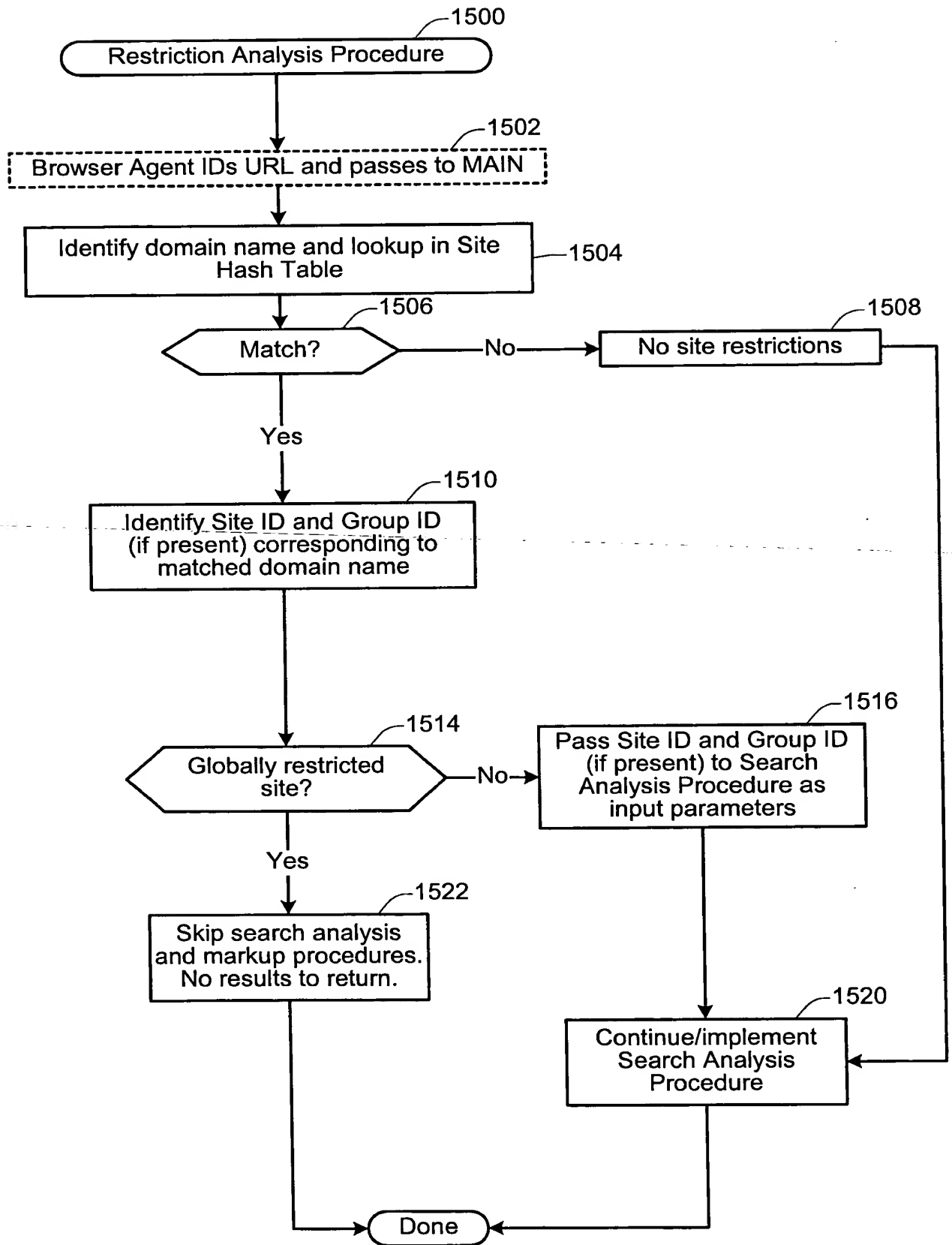


Fig. 15

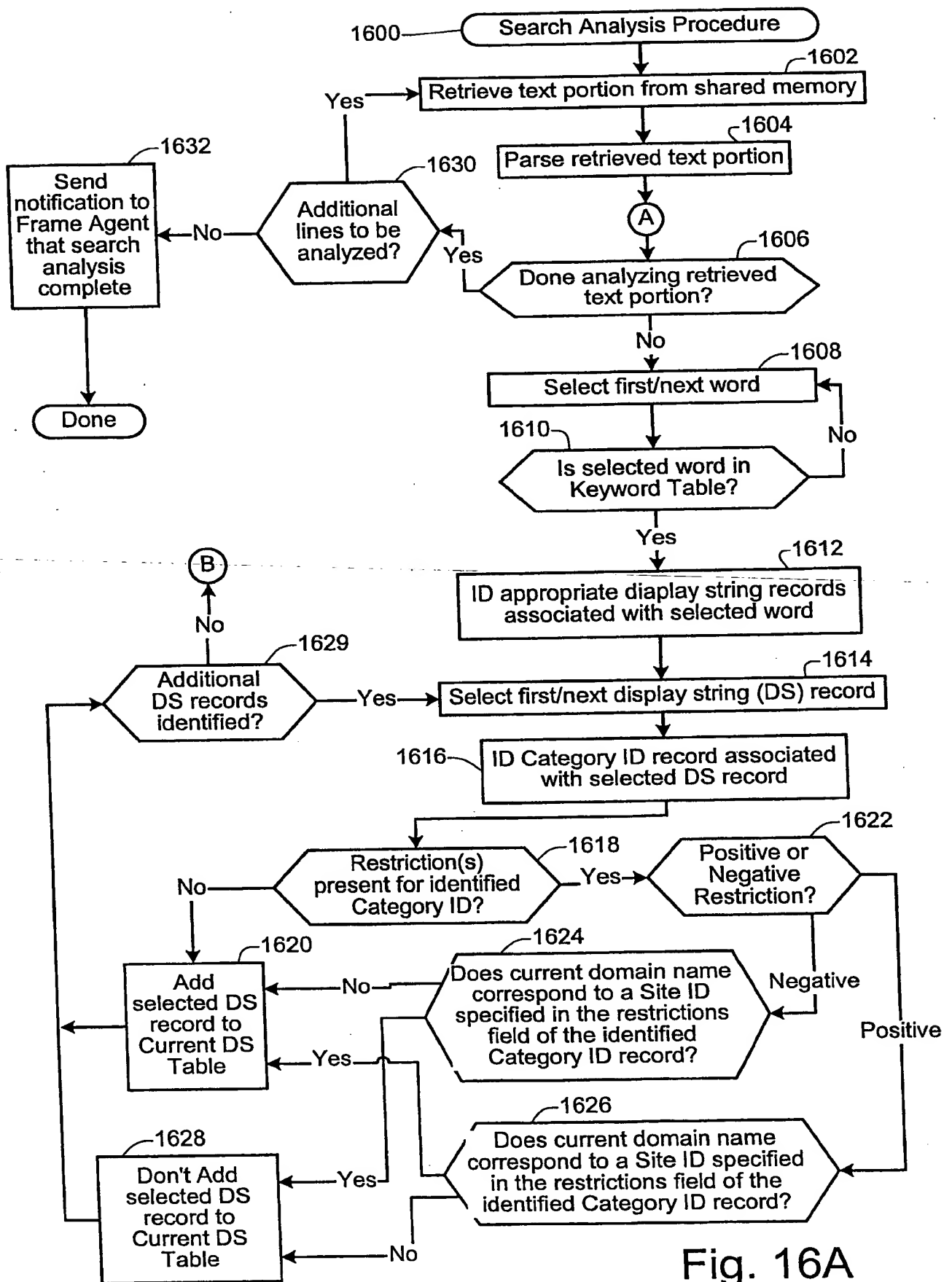


Fig. 16A

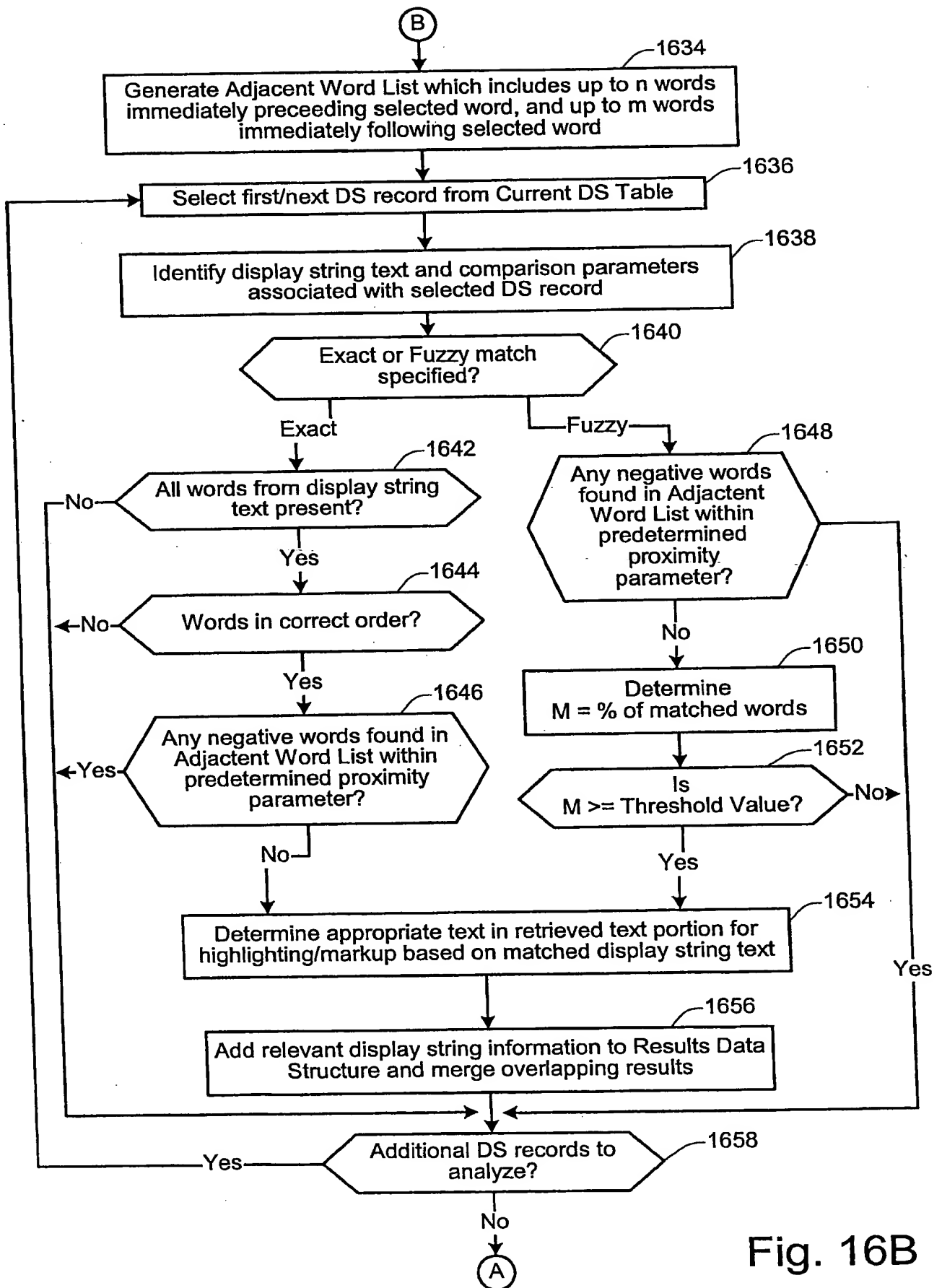


Fig. 16B



I	1
used	3
my	8
credit	11
card	18
today	23

**Fig. 17A**

← 1710

1712.

1714

credit	card
x	x

**Fig. 17B**

← 1720

credit	check
x	

**Fig. 17C**

← 1730

credit	card	APR
x	x	

**Fig. 17D**

← 1740

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

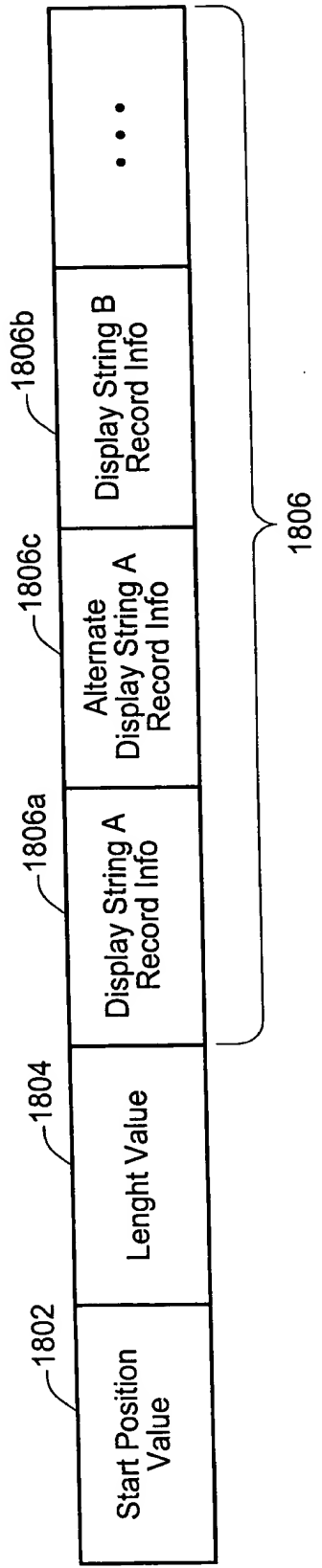


Fig. 18

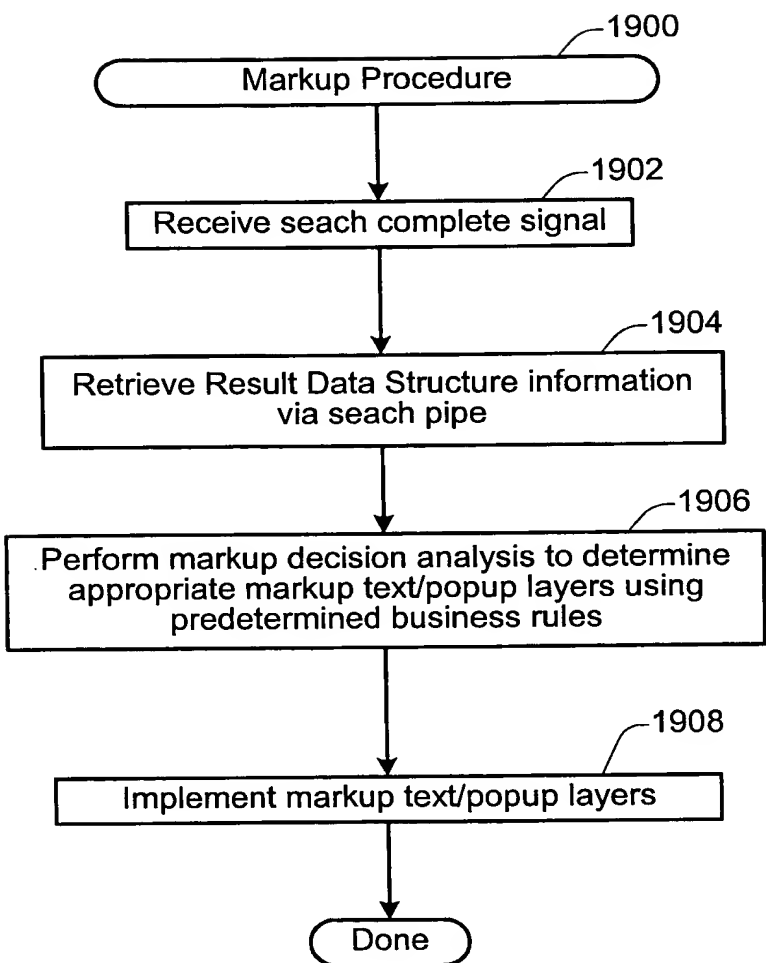


Fig. 19

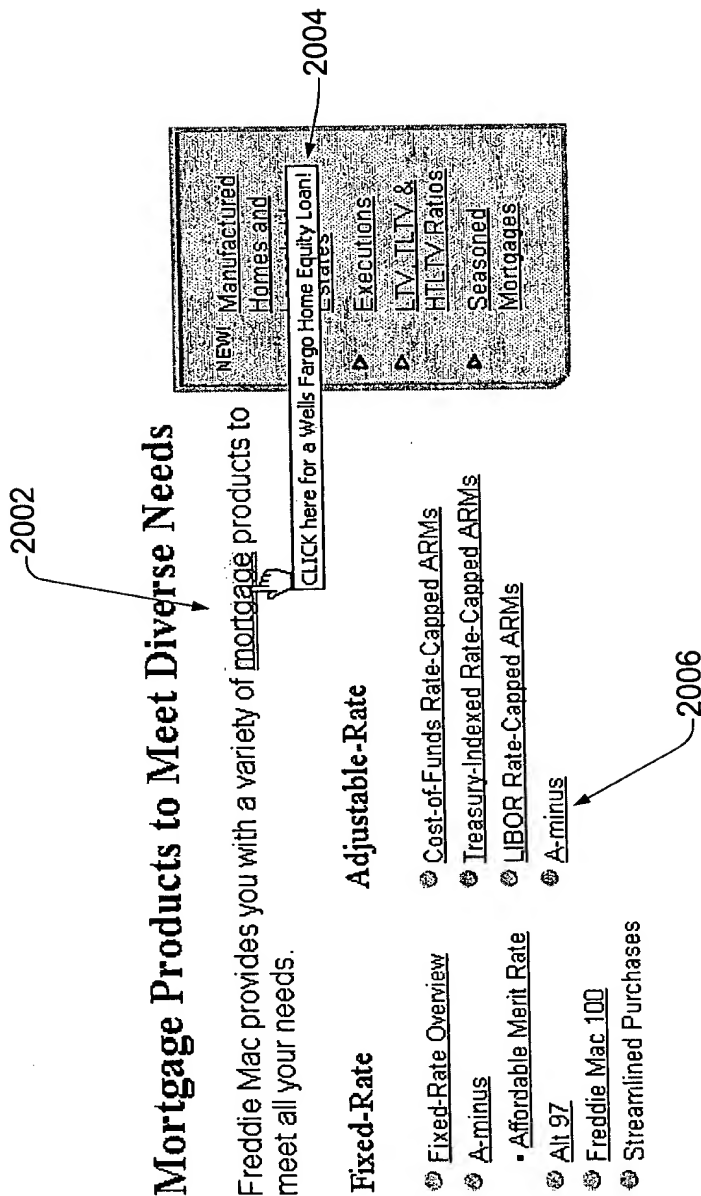


Fig. 20

100280" 42521600



2200 Fig. 21

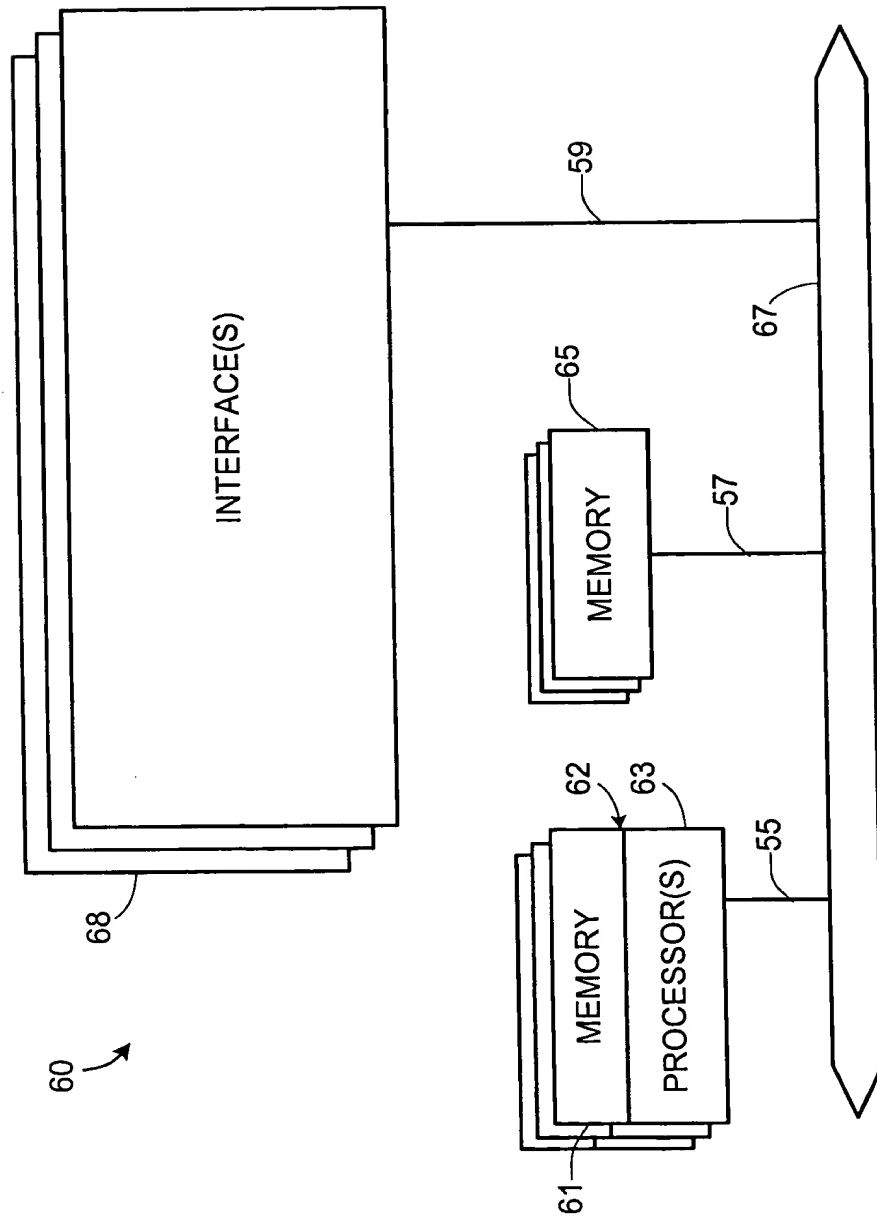


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.70	0.793	0.925	0.93	0.999	0.944	0.90	1.045	0.946	0.94	1.113	1.760
Automotive	0.90	0.937	1.098	1.00	1.116	1.089	1.01	1.091	0.988	0.97	0.905	0.868
Computers & Electronics	0.97	0.909	0.980	0.87	0.931	0.928	0.93	1.000	0.948	0.91	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Books	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Ent & life	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Magazines	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Matchmaking	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Music	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Entertainment: Video	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.95	0.903	1.002	0.97	1.030	1.015	1.03	1.019	0.989	0.97	1.001	1.113
Home & Family: Home	0.82	0.810	0.977	1.06	1.198	1.112	1.03	1.067	0.998	1.03	0.953	0.896
Home & Family: Pets	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.77	0.807	0.921	0.94	1.000	0.965	0.92	0.985	0.915	0.95	1.170	1.631
Sports												
Sports: Sportsgear	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Telecom												
Travel												

Fig. 23



100280-12561000

3000

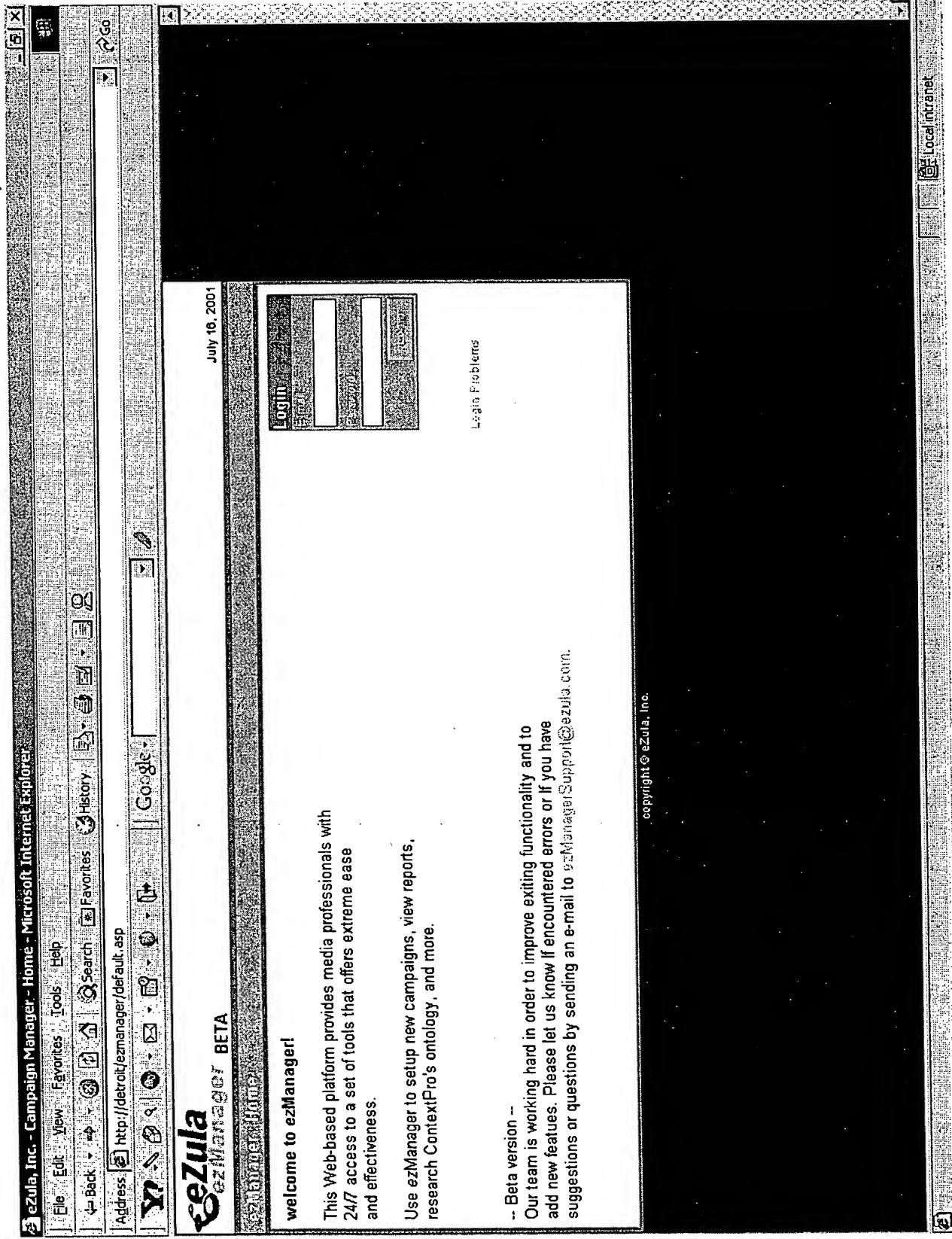


Fig. 24A

105230" h25c h660

3001

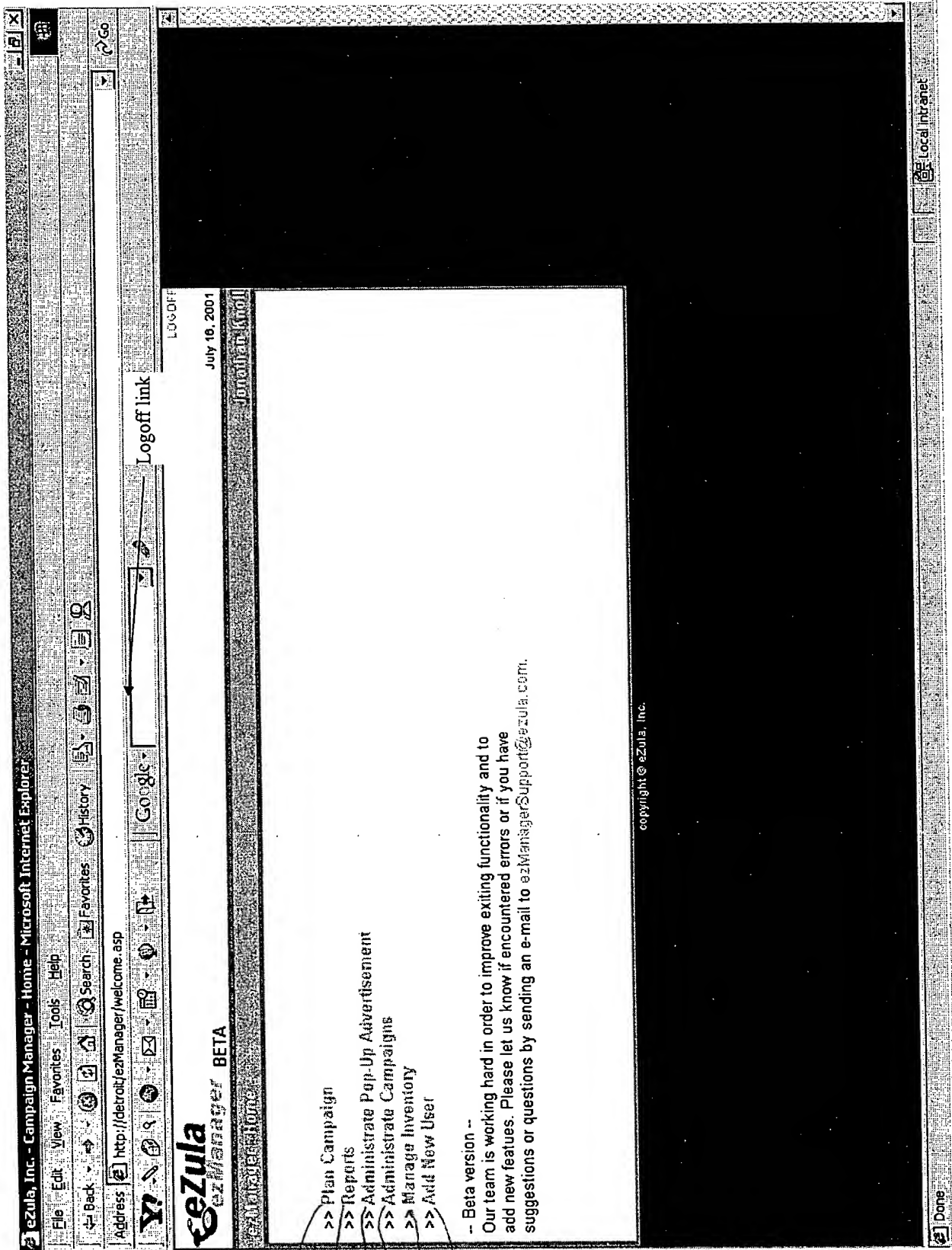


Fig. 24B

**eZula**  
Campaign Manager BETA

July 18, 2001  
Jonathan Knoll

LOG OFF

File Edit View Favorites Tools Help

Address http://detroit/ezmanager/main/plan.asp

Back Forward Stop Reload Home Search History Favorites

Google

1. Plan By Keywords

Search term

2. Plan By Categories

Apparel - Accessories - Scarves & Muffs

Keywords for Apparel Accessories - Scarves & Muffs

ear muff, earmuff, Pashmina, silk scarf, silk scarves, wool scarf, wool scarves, Ear Muff, tatan scarf

Status Booked

eZula/Address: 7/18/2001 - 7/25/2001  
eZula/DD: 7/18/2001 - 7/25/2001  
eZula/eZula: 7/18/2001 - 7/25/2001

108

3010 3013 3011 3022 3023 3025

3012

3015

3021 3028 3030

Campaign List	Categories	Deleted
Apparel - Accessories - Belts		Deleted
Apparel - Accessories - Handbags		Deleted
Apparel - Accessories - Hats		Deleted
Apparel - Accessories - Neck Ties		Deleted

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Done Local intranet

Fig. 24C

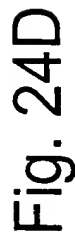


Fig. 24D

100200" h2521000

3031

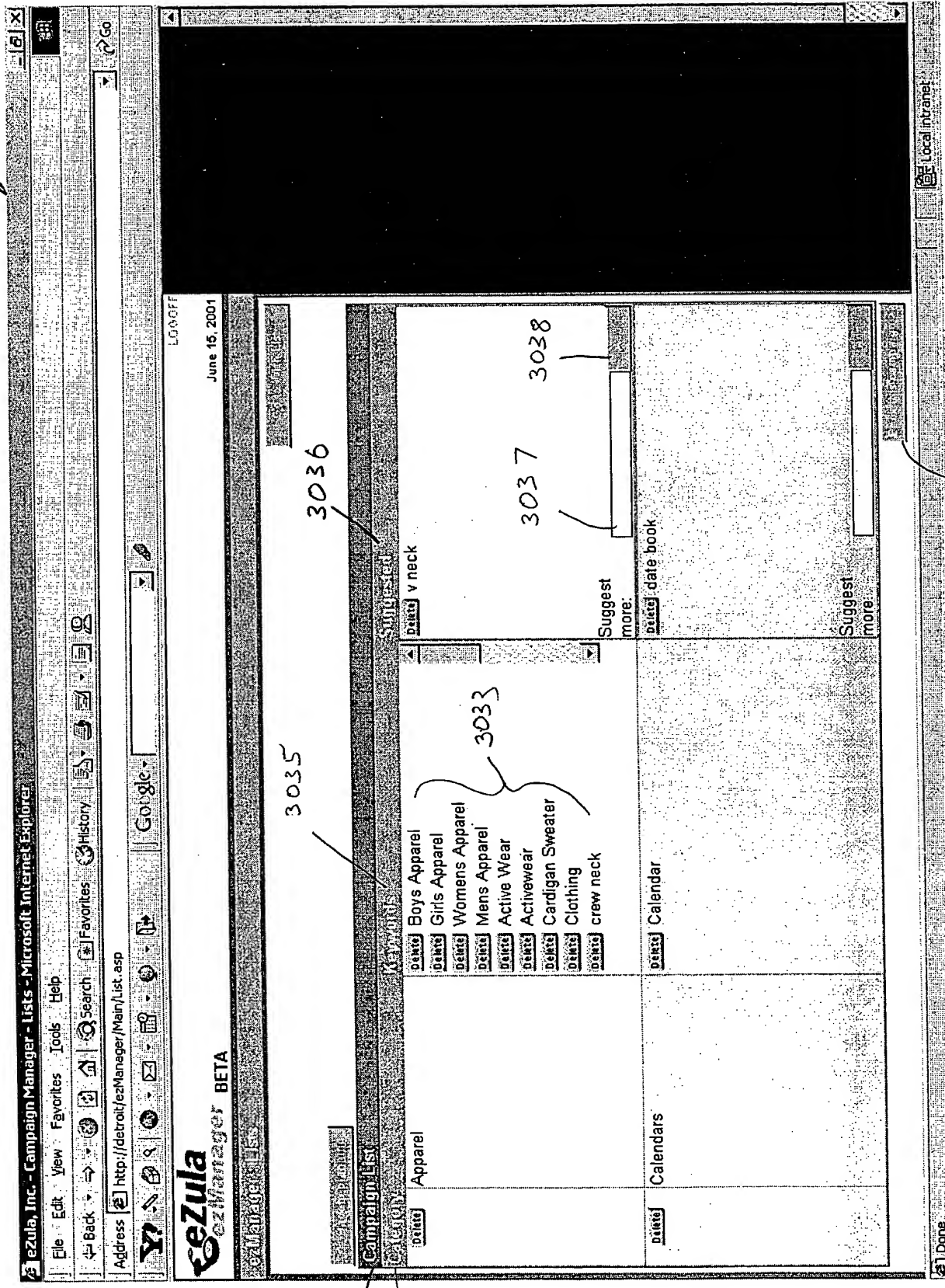


Fig. 24E

3040



106260" 1234567890

3041

ezZula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address <http://detroit/ezManager/Main/Book.asp> Google

ezZula  
ezManager BETA

Logout July 2, 2001

Campaign Properties

3048

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3043

Book a Campaign	Category	Destination Title	Destination URL	Update
Apparel - Accessories	Ear Muffs, Pashmina, silk scarf, silk scarves	3046	<a href="http://">http://</a> 3047	3050
Apparel - Hawaiian	Aloha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes		<a href="http://">http://</a>	Update
Apparel - Work Clothes and Uniforms	Work Clothing, Uniforms, Work Clothes and Clothes		<a href="http://">http://</a>	Update
Art - Galleries	Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art		<a href="http://">http://</a>	Update

Done

copyright © ezZula, Inc.

3042

Fig. 24F

www.neckties.com

3055

eZula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezManager/Main/Book.asp#1071

Back Forward Stop Reload Home Search Favorites History

Google

• if there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Book a Campaign		Destination URL
Apparel - Necktie, Neck Tie, Accessories bow tie, bowtie, - Neck Ties power tie, tie pin, tiepin	Neck Ties (maximum 255 characters)	http://www.neckties.com/ (maximum 255 characters)

3046

3047

3053

Campaign Properties

Campaign Name: Your Campaign Name

Headline: July 20 2001

Hours from now: July 27 2001

Number of clicks: 10000

CPA: 500

Name: Jonathan Knoll

Partner: eZula

Agency: The Agency

Advertiser: The Advertiser

Publisher: eZula Address 3060

Web3K KaZaA eAccel

Campaign Notes: Restricted Publishers Restricted Sites (including advertiser's)

3062

3056

3057

Done

copyright © eZula, Inc.

Local intranet

Fig. 24G

3063



Fig. 24H



106280" n252h600

3066

ezula, Inc. - Campaign Manager - Campaign Summary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address [http://detroit/ezmanager/main/summary.asp?campaign\\_id=310&book=1083&keywords=View+Keywords](http://detroit/ezmanager/main/summary.asp?campaign_id=310&book=1083&keywords=View+Keywords)

Logout July 18, 2001 Jonathan Knoll

### ezula ezmanager BETA

#### Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager	Jonathan Knoll
Partners	ezula
Publishers	DD, Web3K, KaZaA, eAccel
Agency	The Agency
Advertiser	The Advertiser
Begin Date	7/19/2001
End Date	7/26/2001
Duration	7 days
CPM	0.6
Number of Sites	10000
Notes	- Restricted Publishers - Restricted Sites (including advertisers)

#### Category Information

Category	Calendars
Booked For	DD, eAccel, KaZaA, Web3K
Category	Computing - Downloads - IM
Booked For	Address, DD, eAccel, ezula, KaZaA, Web3K

#### Book Campaign

Your campaign has been booked!

Booked Campaign

#### Keyword List

Calendar	
april	
august	
december	
february	
january	
july	
june	
march	
may	
november	
october	
september	

Copyright © ezula, Inc.

3067

3068

Fig. 24I



ezZula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search History Favorites

Address http://detroit/ezManager/Main/Book2.asp?7\_Cat\_1083=Delete&5\_Cat\_1083=Delete&campaign\_Id=310&go=+++Continue+%3E%3E

Go

LODRF

July 18, 2001

ezZula  
ezZula, Inc. BETA

ezZula, Inc. Campaign Manager

Are you sure you would like to remove the following categories from your campaign list?

Delete:

- Calendars (from ezZula/Address)
- Calendars (from ezZula/eZula)

3073 3075

copyright © ezZula, Inc.

Done Local intranet

Fig. 24K

**Status Indicator. Indicates the current status of the campaign.**

**The Status be the following ::**

1. Locked
2. Editable & Uploadable
3. Commit Pending
4. Commit Pending II

Date and time  
of last  
changes to  
the campaign.

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Initial Upload and processing time. This is the time when the Campaign actually started.

Status	Campaigns	Last Modified	Active Publishers	Initial Upload
⊙	Affiliates general_public	2001-06-29 16:37:12		2001-07-11 01:11:51
⊙	BMG0605_public	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:09
⊙	Webroot_1_public	2001-06-29 16:38:09		2001-07-03 15:32:44
⊙	VirtualVegas0518_public	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:10
⊙	Furniture_Find_public	2001-06-29 16:38:59		2001-07-19 01:03:09
⊙	Consumer_Info_1_public	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
⊙	Heartland0530_public	2001-06-29 16:40:05		2001-07-04 00:21:50
⊙	Kazaa0620_public	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
⊙	HomeGain0626_public	2001-06-29 16:40:58	Address, DD, eAccel	2001-07-20 00:17:20
⊙	Webroot0701	2001-06-30 16:52:48		2001-07-10 00:20:49
⊙	CreditCardSearchEngine0626	2001-07-02 20:43:11	Address, Juno, AllShack, web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-13 00:34:22
⊙	InvoiceDealers0706	2001-07-06 20:23:49	eZula, Address, DD, web3K, eAccel	2001-07-20 00:19:13
⊙	Short_Affiliates_General	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel, NetCaptor	2001-07-20 18:35:35

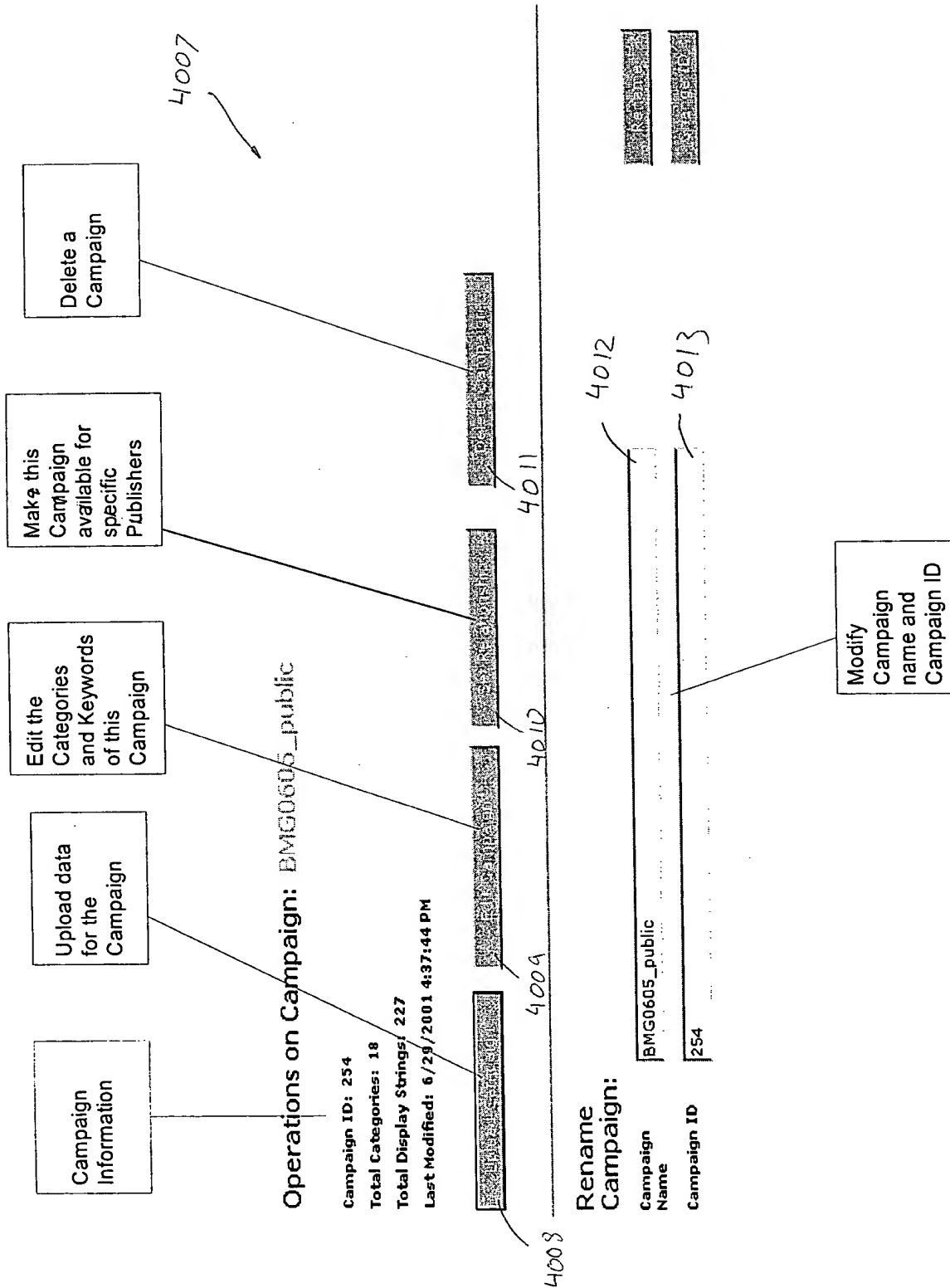


Fig. 25B





Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

4018

### Edit Category Properties

Category Music - Styles Classical

Current Site [www.bmgmusicSERVICE.com](http://www.bmgmusicSERVICE.com)

EDIT

Limit per page 3

Priority 100

Site To change, select a new site from the list

Sites

OR

Add a new site (<http://www.site.com>)

Site logic

Unchecked: This category will NOT show in this site  
Checked: This category will ONLY show in this site

Save Changes

4020

4021

4022

4023

4025

Select Site from list or add new Site

Site Logic - show or do not show this category on the specified site(s)

Fig. 25D

106280 12521660

Shows the keywords for the specified category

Edit Display Strings for Category : Music - Styles Classical

Display Strings		Delete
Beethoven	4030	<input type="checkbox"/>
Classical Music	4032	<input type="checkbox"/>
Classical Music		<input type="checkbox"/>
Dvorak		<input type="checkbox"/>
Haydn		<input type="checkbox"/>
Lloyd Webber		<input type="checkbox"/>
Mendelssohn		<input type="checkbox"/>
Messiaen		<input type="checkbox"/>
Mozart		<input type="checkbox"/>
Opera Music		<input type="checkbox"/>
Pachelbel		<input type="checkbox"/>
Rachmaninov		<input type="checkbox"/>
Rossini		<input type="checkbox"/>
Schubert		<input type="checkbox"/>
Schumann		<input type="checkbox"/>
Display Strings 1 to 15 of 18		4033

Select keywords for deletion

Click on keyword for keywords properties

Scroll through the list of keywords for this category

Fig. 25E



4030

4036

4035

4038

4040

4041

Keyword (Display String)

Add new keywords for the specified category

Add new Display Strings for Category : Music - Styles Classical

Display String

Title

URL

Select an existing title from this list

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title

http://

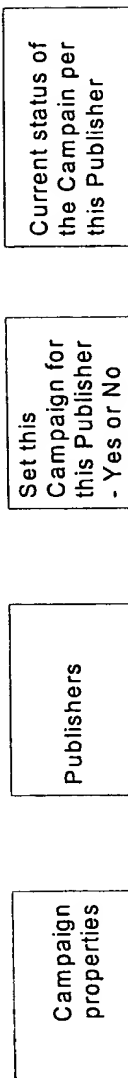
Title - the text message that appears on hover

URL destination upon click

FIG. 25F

Fig. 25F





## ~~Set Campaigns - Publishers Relationship~~

Campaign Name: ~~EMG2605~~ public

Campaign ID: 254

Campaign Version: 4.0

4053

Publisher	Set Campaign - Publisher	As of: 7/23/2004 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

**The data  
version of this  
Publisher**

**Should the data update for this publisher be a Major or Minor update.**

Fig. 25H

FIG. 25

Campaigns File

Data File

Campaign Name

Campaign version

4060

4062

4065

4066

4063

4061

BMG0605-public

Campaign update version 4.0

Select Display Strings file

Browse

Select Categories file

Browse

Please note that we only support text files (.txt) currently. Excel support will be added in the next few weeks.

Settings

Load Type

☒ Entire Set

☐ New & Updated Records

The Data file includes both existing and new records. If not in this file, it will be deleted.

The Data in the file is new records only. This data will be added to your already existing records on the server.

Select between updating the entire set of data or just adding new records

Fig. 25

FIG. 25J

Domain name	Select for deletion
This restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.	
Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input type="checkbox"/>
betcbs.com	<input type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J